

City Council Citizen Development and Enrichment Committee
City Hall
Torrance, California

Members of the Committee:

SUBJECT: Community Services – Torrance Rose Float Association conceptual design contest for the 2017 City of Torrance Rose Float Entry

RECOMMENDATION

The Community Services Director recommends that the City Council Citizen Development and Enrichment Committee review and provide direction on the proposed conceptual design contest for the 2017 City of Torrance Rose Float Entry.

Funding

Funding for the proposed conceptual design contest with the four Torrance High Schools will be provided solely by the Torrance Rose Float Association Board.

BACKGROUND/ANALYSIS

Historically, the City has contracted with Fiesta Parade Floats on the designs of Torrance's float entry in the annual Pasadena *Tournament of Roses Parade*. The TRFA Board works closely with Tim Estes of Fiesta Parade Floats to develop several possibilities with the Board making a recommendation to the City.

This year, in an effort to get more youth involved with the Torrance Rose Float, the TRFA Board would like to hold a conceptual design contest open to the students from our four Torrance High Schools (Attachment A). The submissions will be judged by a panel of local arts professionals and Tim Estes, and 4 top contenders will be selected. The TRFA Board will review this selection and make a final recommendation, which will be presented to the Citizen Development and Enrichment Committee as a final conceptual design.

The Torrance Rose Float Association Board approved the conceptual design contest idea at their meeting on February 8, 2016 (Attachment B). A proposed timeline for this process is included (Attachment C).

It is requested that the Citizens Development and Enrichment Committee provide direction regarding this proposed conceptual design contest for the 2017 City of Torrance Rose Float Entry.


Respectfully submitted,

By


Eve Rappoport
Cultural Services Manager

CONCUR:


John Jones
Community Services Director


LeRoy J. Jackson
City Manager

Attachment: A) Proposed 2017 Float Conceptual Design Contest and Release Form
B) Torrance Rose Float Association Board of Directors Minutes dated 02-08-16
C) Proposed Timeline

*Torrance Rose Float Association***2017 ROSE FLOAT CONCEPTUAL DESIGN CONTEST*****ECHOES OF SUCCESS***

It's not too early to be thinking about ideas for the design for the City of Torrance's Rose Parade float entry into the annual Pasadena Tournament of Roses Parade. Any student attending North, South, West, or Torrance High Schools are eligible to submit. Membership in the Torrance Rose Float Association is not required.

ABOUT THIS YEAR'S THEME

This year's theme is **Echoes of Success**. The 2017 Rose Parade and Rose Bowl Game tells the story of how our character has developed through the selfless contributions of others and celebrates their inspirational gifts.

Our successes are unique to each of us. Success is not gauged by the final score, not by how much wealth we accumulate and should not be weighed against the accomplishments of others. Success is measured by our own personal satisfaction in knowing that we achieved our utmost by doing our best.

- ❖ Your daughter's first piano recital.
- ❖ A Special Olympian crossing the finish line.
- ❖ A wounded warrior's first steps.

All are examples of success.

But success cannot be achieved alone. We need the support and influences of others. **Family, teachers, friends, organizations and coaches contribute to our success.** Music, art and education further inspire our success. **These echoes help make us who we are.**

America's New Year Celebration for 2017 celebrates those people and institutions that have been instrumental in helping each of us and in helping others achieve success. It's about the people and cultures that lend us a hand in reaching our destination.

CONCEPTUAL DESIGN COMPETITION

The TRFA Board is seeking conceptual design ideas which reflect this theme. Submissions, in the format described below, must be received by the Torrance Rose Float Association Board by 5:00 p.m. on **Thursday, March 31, 2016.**

All submissions will be reviewed by a panel of judges who will select up to 4 conceptual designs. These submissions will be presented to the Torrance Rose Float Board of Directors, who will then make the final choice. The judging will be done on a "blind" basis - the identity of the designer(s) will not be known until after the final vote. The winning conceptual design will be incorporated into the float's final design as deemed appropriate under the direction of Fiesta Parade Floats designers. The winning designer will receive a ride on the 2017 Rose Parade Float.

RULES AND TIPS:

- 1) The sketch of the design must be in black and white and on paper no larger than 11" by 17" in dimensions. No color sketches or oversize paper will be accepted.
- 2) Keep in mind the logistics of converting the design into a float. While only a very simple sketch is required, more detail can help the decision process. A written explanation of the ideas and representations of the design could be helpful and can be included.
- 3) **Place the completed and signed Entry Release Form in a sealed envelope and attach it on the back of the sketch (not the front) to identify the designer.**
- 4) The selected designer may be asked for consultation on the Design, Construction and Decoration Committees.
- 5) By submitting this entry form, the designer grants to the Torrance Rose Float Association the exclusive right to use and modify the design and the ideas represented by the sketch of the design submitted with this entry form, as well as any explanation provided.
 - Designer warrants and represents that the entry is original, not from a copyrighted work and not created by any other party.
 - Designer warrants and represents that he/she has not submitted the same or any similar sketch of the design to any other agency participating in the 2017 Pasadena Tournament of Roses Parade.
 - Designer understands that he/she will receive no compensation, monetary or otherwise, for the use of the design and that the Torrance Tournament of Roses Association, any legal successor, the City of Torrance and the Pasadena Tournament of Roses Association have no obligation of any kind towards designer.
- 6) If the designer's idea is not selected by the Torrance Tournament of Roses Association, upon request of the designer, the sketch will be made available for pick up by the Torrance Tournament of Roses Association.
- 7) The TRFA reserves the right to not select any or all of the conceptual designs submitted.
- 8) By signing this entry form I/we agree to these terms.

ENTRY RELEASE FORM

All submissions must be received by the Torrance Rose Float Association Board by March 31, 2016 at 5:00pm. Submissions can be mailed to or dropped off Tuesday through Saturday, 11am to 5pm at:

Torrance Art Museum
3320 Civic Center Drive

For more information, please call the Torrance Rose Float Association at **(310) 618-2425** or e-mail torrrosefloat@gmail.com. Additional copies of this entry form can be found at www.TorranceRoseFloat.com.

Signature of designer and their legal guardian (if NOT 18 years of age or older) must be included on this form.

Name (Please Print)	
Address	
City, State Zip	
Phone Number	
High School	
I'm 18 years if age or older	Yes No
Signature of designer	
Signature of legal guardian (if designer is not 18 years of age)	

NAME OF CONCEPTUAL DESIGN:

ABOUT YOUR CONCEPTUAL DESIGN:

AGENDA
MEETING OF THE
TORRANCE ROSE FLOAT ASSOCIATION
BOARD OF DIRECTORS
MONDAY FEBRUARY 8, 2016 - 7:00PM
TORRANCE ART MUSEUM CONFERENCE ROOM
REFRESHMENTS BY
DEANNA & MARTY MARTINDALE

1. CALL MEETING TO ORDER

The meeting was called to order by President Beverly Findley at 7:10 pm in the Torrance Art Museum Meeting Room.

2. ROLL CALL

Beverly Findley, President; Diane Jamieson, VP; Mary Hoffman, Treasurer; Carol Gilles, Secretary; Lynn Robinson, Director of Ways & Means; Deanna Martindale, Director of Volunteers; Tammy Rusnak, Director of Publicity; Karen Zukle, Director of Membership; Marty Martindale, Director of Logistics; Jeff Miller, Director of Transportation; Roseanne Villalobos, Historian; Jan Staws, Member at Large; Carl Kaemerle, City of Torrance Liaison

Excused absence: Carl Kaemerle

Absence: Jeff Miller

Past President: Georgean Griswold attended

3. FLAG SALUTE

The pledge of allegiance, led by Vice President Diane Jamieson was recited by all

4. INFORMAL BUSINESS

4.1 Introduction of guests - none

4.2 Correspondence – none submitted

5. APPROVAL OF MINUTES

5.1 February 2nd Board Meeting

Diane Jamieson made a motion approve the February 2 minutes as read.

This motion was seconded and approved

6. TREASURER'S REPORT

6.1 A revised January 2016 Treasurer's report was sent to the board sent for our records. Diane made a motion to approve the revised January 2016 Treasurer's report; seconded and approved

6.2 Payment of outstanding bills –

The following bills were presented for payment:

\$160.28 to Georgean for the centerpiece decorations for the Celebration dinner

\$47.15 to Roseanne for frames for the dinner raffle and lemonade

Motion to pay these bills was made and so moved.

7. STAFF LIAISON COMMENTS - no report

8. OFFICERS AND DIRECTORS REPORTS

8.1 President

8.1.1 Board Member Welcome Package -

All board members received a Welcome package with the roster, hotline/email info, accounts payable/receivable forms, labels, Articles of Incorporation, city of Torrance calendar with blackout dates, donation receipt

8.1.2 Meeting Decorum –

Everyone was asked to wait to be recognized and not to speak over each other so that the secretary can take minutes correctly

8.1.3 Naming Directors at Large –

It was decided by the board that this would be tabled for a future meeting.

8.1.4 Meeting Date –

Motion was made to change our meeting date and venue to the First Tuesday of the month at the West Annex Commission Meeting Room at 7pm.

8.1.5 Future Agendas

Secretary & Treasurer will be able to speak at the beginning of the meeting and will not need to speak again later in the meeting

8.1.6 Float Design Contest Proposal

President Findley announced a Proposed Float Design Contest that is open to all students in the City of Torrance. Initially, Torrance High School, West High, South High, North High and Sherry Continuation Schools will be invited to participate to create a design for our 2017 Torrance Rose Float.

We will meet with the Citizens Development and Enrichment Committee on Tuesday February 23, 2016 at 3:00pm on the third floor to discuss the Float Design Contest. All TRFA board members have been invited to attend.

Tim Estes of Fiesta Floats, Destination Art and the Art Museum Curator, will be the judges.

A discussion of the proposal by the TRFA board ensued.

Motion was made, seconded and approved to move forward with the board's Float Design Contest Proposal

8.2 Vice President

8.2.1 Diane sent a form around to sign up to bring the monthly refreshments.

8.3 Secretary - no report

8.4 Treasurer –

At the Celebration dinner we received:

4 memberships @ \$20

\$95 membership

\$600 in donations

8.5 Ways and Means

8.5.1 Ongoing fundraisers/Fundraising Committee Report

Restaurant for Roses – California Pizza Kitchen – Feb 25

Restaurant for Roses – Chili's – March 10

Comedy & Magic Club – Mar 31

Torrance Spring Boutique – Mar 13

8.6 Volunteers - no report

8.7 Publicity

8.7.1 Newsletter – Tammy received the template for the newsletter

All articles are needed 5-7 days before the due date to the city printing

She discussed different articles for the future.

Discussion held about going green and printing only a few newsletters to be given to the Torrance libraries, West Annex, senior centers and distributed around town.

Motion – As of July 2016, we will no longer be mailing the newsletter. Members to provide their email address. The newsletter will be posted to the website. Motion seconded and approved

8.7.2 Website - Recommendation to switch to a different website host. Tammy will come back to the next meeting with 3 recommendations.

8.8 Membership

Karen Zukle reported the following:

11 individual members

4 couples

Note: Memberships expire Feb 29, 2016. Everyone needs to renew their membership. This will be announced in the newsletter.

A discussion was held about the new dues structure as it pertains to the new by-laws.

8.9 Logistics

Contact Marty before an event to retrieve anything needed out of the shed

8.10 Transportation – no report

8.11 Historian

Roseanne Villalobos reported that she is working on the photo album for 2015. Send her photos of any events you are attending.

At the Celebration dinner, the donated Raffle baskets/gifts valued at \$3,638. 1065 tickets were purchased.

9. OLD BUSINESS

9.1.1 By-Laws

Based on the new by-laws some positions were added, some positions, i.e. Director of Transportation, have been eliminated.

Per Article 5 Section 14 the President appointed the following people and positions.

Jeff Miller – Director of Marketing

Jan Staws – Director of Hospitality

Motion to approve these appointments was seconded and approved.

Per new By-laws –A standing committee has been appointed to review our finances

At the Celebration dinner we had a vote to ratify the Torrance Rose Float Association, Inc By-Laws revised November 2015.

The vote count on February 6, 2016, was as follows:

66 votes yes to ratify the revised by-laws

65 votes yes to ratify the amendment

One no vote for each

President Findley suggested that we create a procedure manual for the Celebration Dinner. The board has been asked to provide any suggestions to help the celebration dinner event run smooth.

For example, designate a person to refill the beverages after the color guard salute
Any other ideas will be greatly appreciated.

10. NEW BUSINESS

10.1.1 PTOR Parade Entry

Entry fee is \$5500

Mary Hoffman made a motion to pay the entry fee of \$5500 for the Pasadena Rose parade entry fee for the 2017 parade. Motion was seconded and approved.

Mary amended her motion to pay the entry fee of \$5500 for the Pasadena Rose parade entry fee for the 2017 parade and to hire Fiesta Floats as our float builder.

11. ONCE AROUND

Past President Georgean Griswold submitted the 2015-2016 TRFA President's Annual Report

12. ADJOURNMENT

Marty Martindale made a motion to adjourn. Motion seconded and approved.
The meeting was adjourned at 8:45pm.

IF YOU CANNOT ATTEND A MONTHLY MEETING, PLEASE CALL BEV FINDLEY AT (310) 324-4117 OR AT bevfindley@msncom

NEXT MEETING: West Annex Tuesday Mar 1, 2015 at 7:00pm
Refreshments by: Diane Jamieson

Respectfully submitted,
Carol Gilles, secretary

**PROPOSED TIMELINE FOR TORRANCE ROSE FLOAT ASSOCIATION
CONCEPTUAL DESIGN COMPETITION**

February 23, 2016	Citizen Development and Enrichment Committee Meeting
March 8, 2016	Contract with Fiesta Parade Floats on City Council Agenda for approval and implementation
March 31, 2016	Conceptual Design submissions are due
April 4 – 8, 2016	Committee convenes during this week to review the submissions and selects their top 4
April 12, 2016	The Torrance Rose Float Association Board moves their meeting one week to this date to review the top 4 designs and make a recommendation on which one to move forward with.
May 3, 2016	Citizen Development and Enrichment Committee Meeting to review the recommended design
May 17, 2016	Recommended design is presented to the City Council for final approval